

**Pengaruh Marketing Public Relation, Kualitas Layanan dan  
Kesadaran Merek Terhadap Loyalitas Pelanggan pada PT Pos  
Indonesia di Indonesia**

**SABRINA INDI RACHMA**

(Pembimbing : Guruh Taufan Hariyadi, SE, M.Kom)

*Manajemen - S1, FEB, Universitas Dian Nuswantoro*

*www.dinus.ac.id*

*Email : 211201302805@mhs.dinus.ac.id*

**ABSTRAK**

Loyalitas adalah wujud perilaku dari pengambilan keputusan untuk melakukan pembelian secara berulang terhadap barang atau jasa dari perusahaan yang dipilih. Sehingga loyalitas akan menjadi kunci sukses, tidak hanya jangka pendek akan tetapi keunggulan bersaing secara berkelanjutan, karena loyalitas memiliki nilai strategi bagi perusahaan. Banyak faktor yang mempengaruhi loyalitas seperti marketing public relation, kualitas layanan dan kesadaran merek.

Tujuan dari penelitian ini adalah untuk mengetahui hubungan dari marketing public relation, kualitas layanan dan kesadaran merek terhadap loyalitas pelanggan. Metode yang digunakan adalah non probability sampling dengan teknik purposive sampling dan kuota sampling. Responden adalah 300 orang. Teknik analisis yang digunakan adalah regresi linier berganda. Hasil analisis menunjukkan bahwa : 1) Marketing Public Relation berpengaruh positif dan signifikan terhadap loyalitas pelanggan. 2) Kualitas Layanan berpengaruh positif dan signifikan terhadap loyalitas pelanggan. 3) Kesadaran Merek berpengaruh positif dan signifikan terhadap loyalitas pelanggan.

Koefisien determinasi dari marketing public relation, kualitas layanan dan kesadaran merek adalah 53,30%. Nilai 53,30% menunjukkan bahwa loyalitas pelanggan dipengaruhi oleh marketing public relation, kualitas layanan dan kesadaran merek sedangkan sisanya 46,70% dipengaruhi oleh faktor lain yang berada di luar penelitian.

Kata Kunci : marketing public relation; kualitas layanan; kesadaran merek dan loyalitas pelanggan

## **The Effect of Marketing Public Relation, Service Quality and Brand Awareness on Customer Loyalty at PT Pos Indonesia in Indonesia**

**SABRINA INDI RACHMA**

(Lecturer : Guruh Taufan Hariyadi, SE, M.Kom)

*Bachelor of Management - S1, Faculty of Economy &  
Business, DINUS University*

*www.dinus.ac.id*

*Email : 211201302805@mhs.dinus.ac.id*

### **ABSTRACT**

Loyalty is behaviour form decision taken for purchasing continuously on goods and service from business that chosen. So loyalty will be the success key not only for short term but for superiority competes continuously because loyalty has a strategy value for company. There are many factors that effect loyalty such as marketing public relation, service quality and brand awareness.

The purpose of this research is to know the relationship between marketing public relation, service quality and brand awareness on customer loyalty. This study using non-probability sampling method with purposive sampling and quota sampling. There are 300 respondents. Analysis technique in this study using multiple linear regression. The analysis result shows : 1) Marketing public relation has a positive and significant effect on customer loyalty. 2) Service quality has a positive and significant effect on customer loyalty. 3) Brand awareness has a positive and significant effect on customer loyalty.

The coefficient of determination of the role of marketing public relation, service quality and brand awareness on customer loyalty is 53,30%. The value of 53.30% indicates that customer loyalty is affected by the role of Marketing Public Relation, Service Quality and Brand Awareness, while the remaining 46,70% is determined by other factors outside of the study.

**Keyword** : marketing public relation; service quality; brand awareness and customer loyalty